

5 ~~controlling an intermediate transmission station on the basis of information~~  
6 communicated with said signal, said first step of controlling comprising the steps of:

- 7 (1) selecting a storage location;  
8 (2) communicating said signal and said computer program to said  
9 selected storage location; and  
10 (3) storing said signal and said computer program at a said storage  
11 location;

12 controlling an intermediate transmission station on the basis of information  
13 communicated with said signal, said second step of controlling comprising the steps of:

- 14 (1) executing said computer program;  
15 (2) selecting some portion of a mass medium program;  
16 (3) modifying some information content communicated with said mass  
17 medium program; and  
18 (4) transmitting said mass medium program with said modified some  
19 information content; and

20 presenting said mass medium program with said modified some information  
21 content at an output device at an ultimate receiver station.

22 3. The method of claim 2 wherein said mass medium program includes video  
23 and said modified some information content appears as a video image presented in  
24 ~~combination with or sequentially with said video of said mass medium program.~~